

Waterman's

PEN PROFIT FACTS

No.
1

1950's WATERMAN DEALER MATERIALS PRESENTED THROUGH THE GENEROSITY OF MR. FRED KRINKE



Waterman's Ball Pointer

\$1.00 Including tax

- STREAMLINED
- NEAT
- BALANCED
- DEPENDABLE
- LEAKPROOF

Cushioned writing with
Waterman's "spring action" ball...
writes light or heavy.

BALL POINTER

Chrome-finished cap and clip with barrels in
Red, Blue, Black.

No. B-103... List Price \$1.00 ea. incl. tax.
Display card holds 12 pens, assorted colors.

BALL POINTER CARTRIDGE

Exclusive Endura non-smear ink...
washes off hands, clothing... per-
manent on paper. List price... 50c
each in handy carton of 1 dozen.

No. BC-2 Blue-Black

No. BC-3 Red

f. o. b. Seymour, Conn.

Matching pen and pencil set
No. TX-103 \$1.95 including tax.

Gift Boxes Supplied.

WATERMAN PEN COMPANY • SEYMOUR, CONN.

Waterman's

PEN PROFIT FACTS

No.
3

Waterman's *Skywriter*

\$1.95 Including tax

Skywriter Fountain Pen — Standard Size

Colors: Red, Blue, Black.

Point Selection: Bookkeeping, Medium,
Bold, Steno, Manifold.

No. 176... List Price \$1.95 ea. Including tax

Display card holds 12 pens, assorted colors.

f. o. b. Seymour, Conn.

Amazing Jet Point

writes smoother, faster, easier...

5 point selection:

- Bookkeeping
- Medium
- Bold
- Steno
- Manifold



Matching Pen and Pencil set

No. TX176 **\$2.95** including tax.

Gift Boxes Supplied.

WATERMAN PEN COMPANY • SEYMOUR, CONN.

Waterman's

PEN PROFIT FACTS

No.
5

New Waterman's

Jetliner Pen \$275 Including tax

Set \$500 Including tax

Jetliner Pen No. 277

Colors: Red, Black, Gray

Point Selection: Extra Fine, Fine, Medium.

Jetliner Set No. TX277

Gift Boxes

f. o. b. Seymour, Conn.

Waterman's Leadership
at a popular price.

- Modern Styling
- An Attractive Gift
- Choice of Points
- Durable
- Practical for

Home • Office • Classroom



WATERMAN PEN COMPANY • SEYMOUR, CONN.

Waterman's

PEN PROFIT FACTS

No.
6

Waterman's *Crusader*

\$5⁰⁰ Including tax

Stock No. 518

Colors: Red, Black, Blue.

Point Selection: 14kt. Gold Point —

Fine, Medium, Extra Fine — Flexible.

Fine, Medium, Accountant — Firm.

Stock No. TX518 Set...\$8.75 List

P518 Pencil...\$3.75 List

Also available with Taperite 14kt. Gold Point.

Pen #519—Set TX519...

Same colors and prices.

Point Selection: Fine and Medium.

Gift Boxes Supplied.

f. o. b. Seymour, Conn.

- Smartly Designed
- 14 kt. Gold Point Selection to suit every handwriting style
- Satin-finish chrome cap
- A handsome pen to own or to give



WATERMAN PEN COMPANY • SEYMOUR, CONN.

Waterman's

PEN PROFIT FACTS

No.
7

New Waterman's Crusader

LADIES MODEL

\$5⁰⁰ including tax

Stock No. 518V Pen ... \$5.00 List

Colors: Red, Black, Blue.

Point Selection: 14kt. Gold Point —

Fine, Medium, Extra Fine — Flexible.

Fine, Medium, Accountant — Firm.

Stock No. TX518V Set ... \$8.75 List

P518V Pencil ... \$3.75 List

Gift Boxes Supplied

f. o. b. Seymour, Conn.

Dainty, feminine version

of our famous Crusader.

A Waterman's Exclusive.



WATERMAN PEN COMPANY • SEYMOUR, CONN.



Waterman's

Pen Profit Merchandiser

Offer No. 254

Modern, attractive blonde wood and mirrored glass case with convenient stock drawer and removable tray. A really fine, compact, permanent store fixture, designed to last and sell for years.

The three Waterman's Sapphires, included free with assortment, pay

for the case. Sell them at retail and you recover cost of case.

Only carefully selected, fast-moving Waterman's merchandise is included in the assortment.

Waterman Pens are now nationally advertised month after month.

Case and Pens delivered complete in a single, sturdy shipping carton.

ASSORTMENT

5 Chrome Sapphires #351	\$3.75	\$18.75
5 Skywriter Pens #176	1.95	9.75
3 Men's Crusader Pens #518	5.00	15.00
2 Crusader Pens—Ladies Model— #518V	5.00	10.00
1 Men's Crusader Set #TX518	8.75	8.75

TOTAL RETAIL VALUE \$62.25

Less 40% Discount \$24.90

Retailer's Cost \$37.35

Pen Profit Merchandiser 12.00

Offset by 3 #SR501 Gold Sapphires—Value \$15.00 FREE

Total Cost to Dealer 49.35

Actual value of merchandise in offer \$77.25

f. o. b. Seymour, Conn.

WATERMAN PEN COMPANY • SEYMOUR, CONN.

Waterman's

PEN PROFIT FACTS

No. 9

Waterman's *Sapphire* GIFT SETS *in Precious Metals*



Choice of: Rhodium,
Sterling Silver or Gold Filled.

Sapphire Point in:

- ★ Fine
- ★ Medium
- ★ Bold

The new luxury Sapphire gift-seller for Jewelers. Nationally advertised month after month in the Saturday Evening Post and other leading publications.

Pencils have propel-repel mechanism with fine lead.

GOLD FILLED (1/10 14 kt)

Sapphire Gift Set	TX901	\$16.00*
Sapphire Jewel Writer	SR901	8.00*

STERLING SILVER

Sapphire Gift Set	TX601	\$12.00*
Sapphire Jewel Writer	SR601	6.00*

RHODIUM PLATE

Sapphire Gift Set	TX551	\$10.00
Sapphire Jewel Writer	SR551	5.00

*Subject to Jeweler's Tax
f.o.b. Seymour, Conn.

WATERMAN PEN COMPANY • SEYMOUR, CONN.

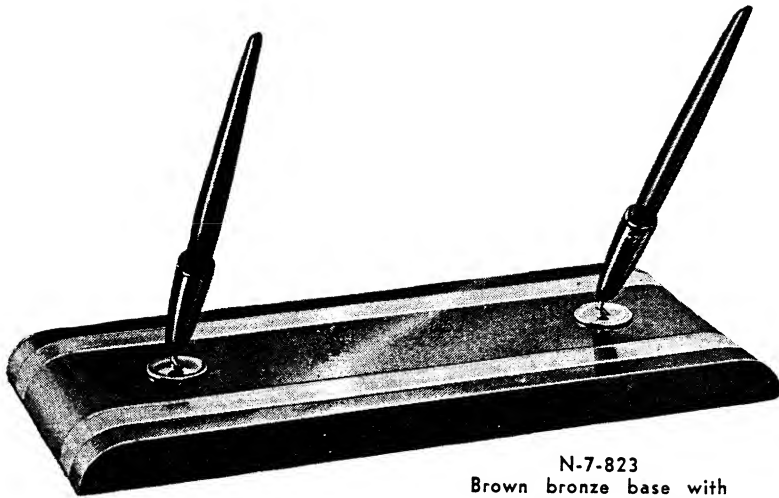
Waterman's

Desk Sets

L. E. WATERMAN CO.

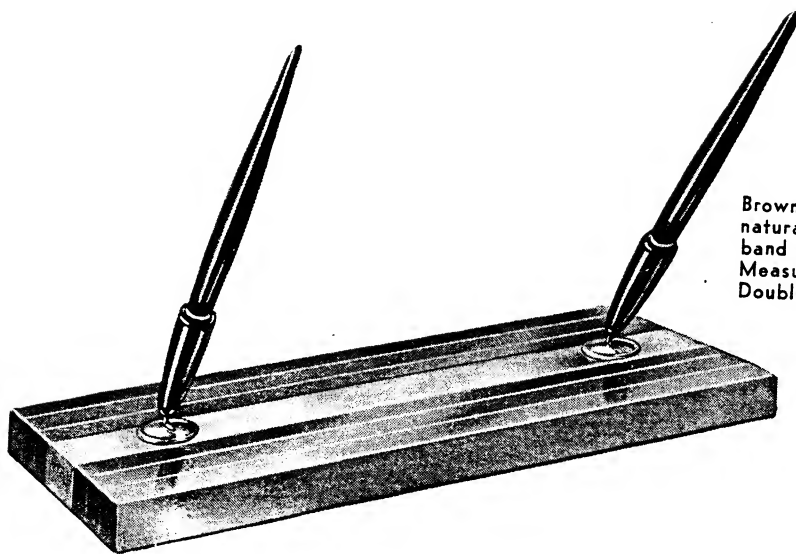
• 344 HUDSON ST., NEW YORK 13, N. Y.

Waterman Desk

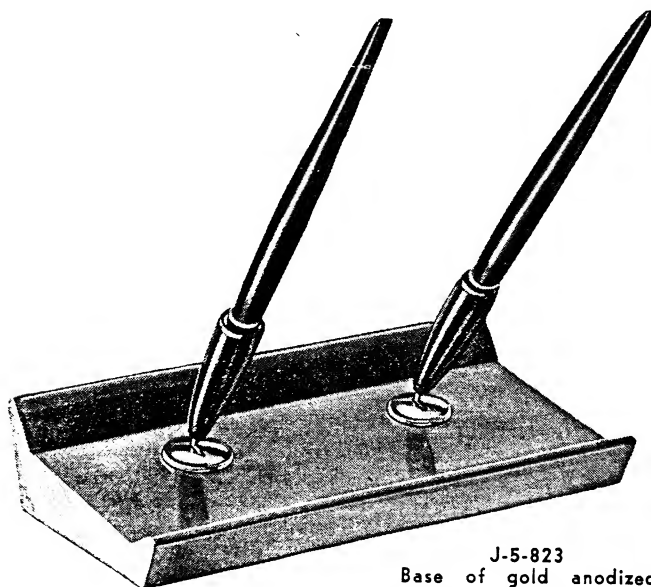


N-7-823
Brown bronze base with
two natural bronze bands
and rounded ends. Meas-
ures 4 7/8" x 12". Double
pen set—\$45.00.

Waterman's reintr
Desk Sets in newly
gold anodized alu
Pens are of lustrous
with tapered strea



M-2-823
Brown bronze base with
natural bronze center
band and squared ends.
Measures 4 7/8" x 12".
Double pen set—\$37.50.

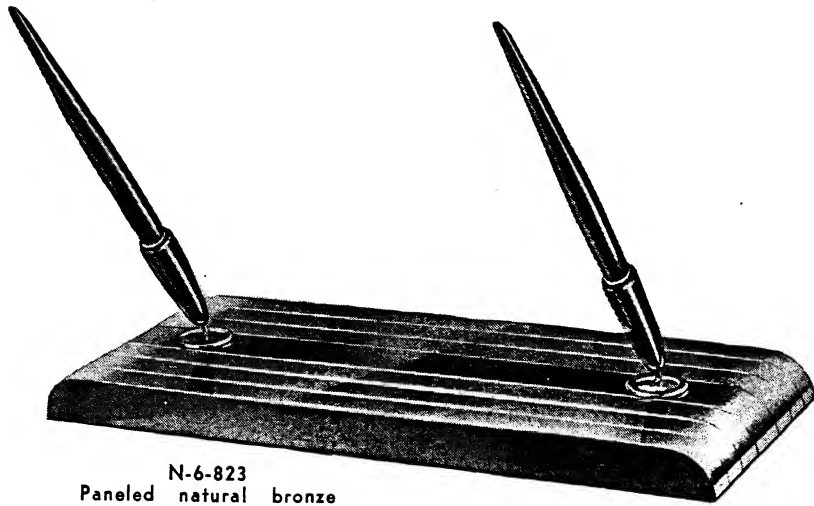


J-5-823
Base of gold anodized
aluminum with raised
front and rear edges.
Measures 4" x 8". Double
pen set—\$22.50.

In addition to
pearance, all th
Desk Sets are
you super satis
have the famou
assuring immec
instant pen to
sheaths are scie
with an air ch
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sheaths.

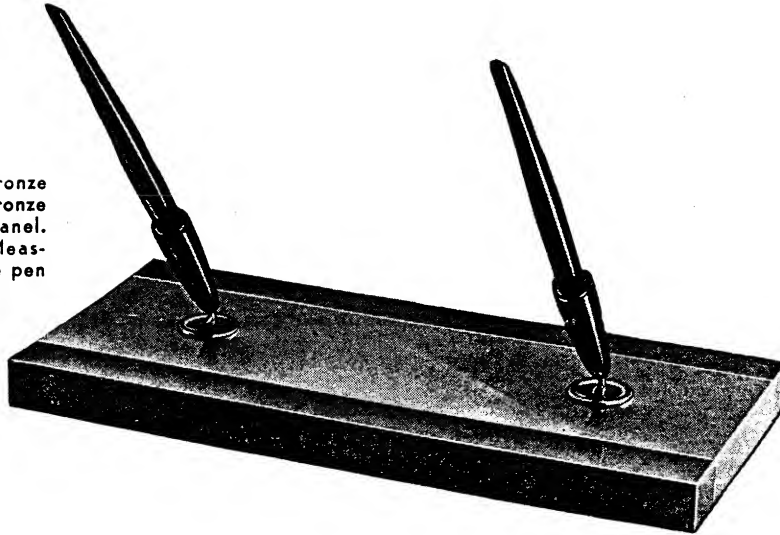
man's Sets

as its line of
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and bronze.
Black plastic
design.

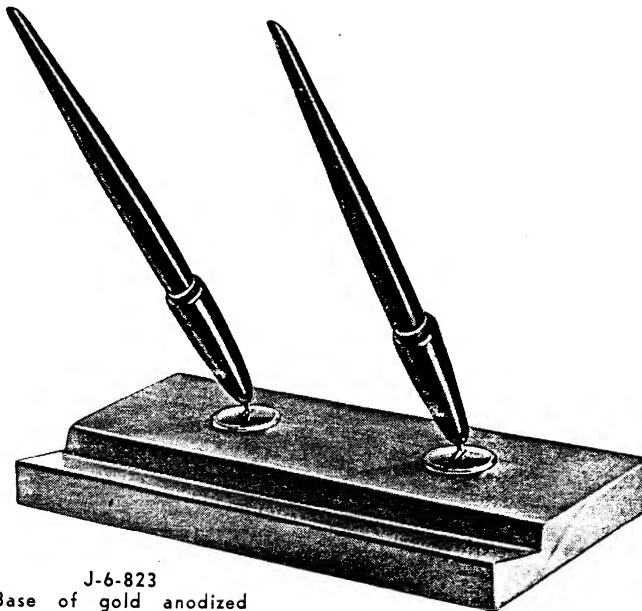


N-6-823
Paneled natural bronze
base with center band of
bronze in natural mat fin-
ish. Ends are rounded.
Measures 4 7/8" x 12".
Double pen set—\$45.00.

M-3-823
Natural bright bronze
base with natural bronze
mat finish center panel.
Ends are squared. Meas-
ures 5" x 11". Double pen
set—\$37.50.

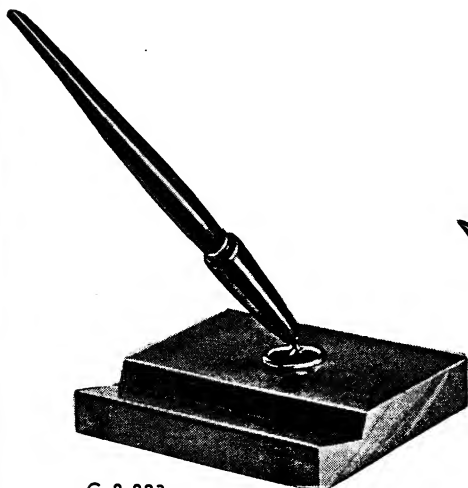


beautiful ap-
w Waterman's
igned to give
tion. All pens
quaduct Feed,
starting the
es paper. All
cally designed
which elimi-
. All sets have
and plastic

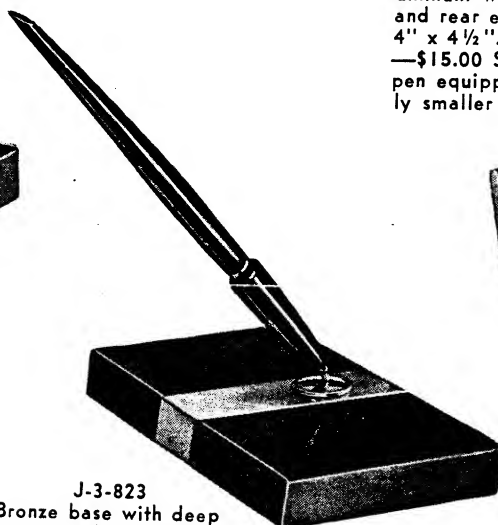


J-6-823
Base of gold anodized
aluminum with beveled
groove. Measures 4" x
7 3/4". Double pen set—
\$22.50.

Waterman's *Desk Sets*



G-8-823
Base of gold anodized aluminum with beveled groove. Measures 4" x 4½". Single pen Set—\$15.00. Same base with pen equipped with slightly smaller point—\$12.50.



J-3-823
Bronze base with deep brown end panels and center strip of natural bronze. Measures 3 ⅞" x 7 ⅞". Single pen set—\$20.00.

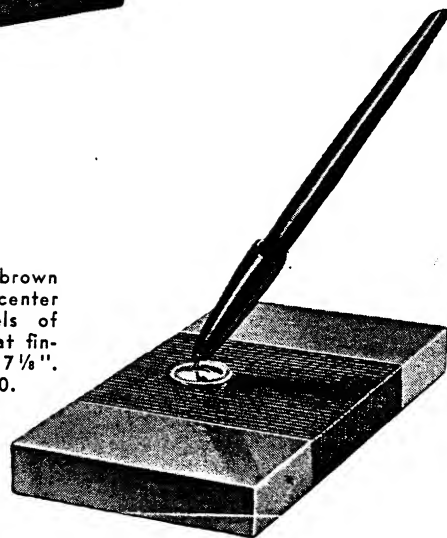


G-7-823
Base of gold anodized aluminum with raised front and rear edges. Measures 4" x 4½". Single pen set—\$15.00. Same base with pen equipped with slightly smaller point—\$12.50.

J-4-823
Bronze base with wide brown bronze center panel and narrow natural bronze end strips. Measures 3 ⅞" x 7 ⅞". Single pen set—\$20.00.



J-2-823
Bronze base with wide brown corrugated bronze center panel, and end panels of natural bronze with mat finish. Measures 3 ⅞" x 7 ⅞". Single pen set—\$20.00.



Waterman's proudly offers the latest, most efficient dip pen set. Simple to fill—no pouring ink, no inverting bottle. Safe against spilling or overflowing. Durable plastic Black base and top of Black, Maroon, Tan or Mottled Brown. Iridium pointed steel nib pen. Has fountain pen type feed which permits hundreds of words per dip. Complete with 3 oz. bottle of Waterman's ink—\$2.95.

Penwell

Waterman's Desk Sets

Designed to fit smartly in the home or office.

Waterman's Desk Sets "belong" on all busy desks. Handcrafted points of 14 kt. gold, beautiful styling and sturdy construction make Waterman's Desk Sets the perfect gifts for special occasions.

THE V. P.

Finest grained Onyx, hand-tooled by expert craftsmen, makes this twin-pen desk set a treasured gift. Oblong base with squared ends measures 4" x 7 3/4"

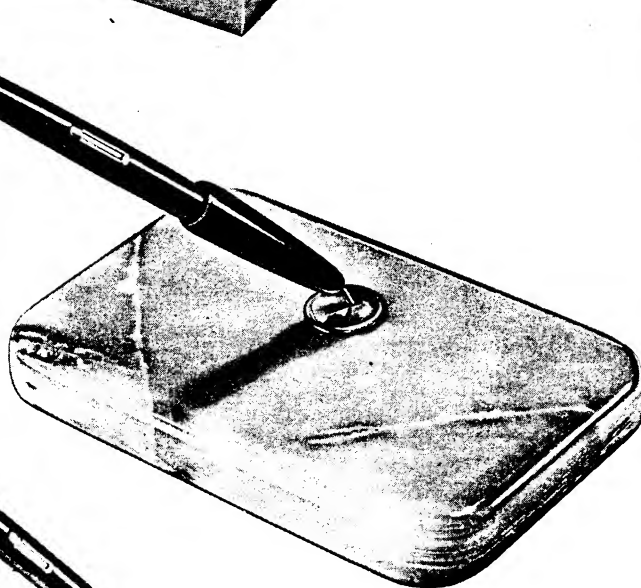
K-7 White Onyx \$25.00
K-7A Green Onyx 30.00



THE HOME LIBRARY

Rounded edges and pleasing lines of this new single pen set are sure to make a hit on any desk. Base of exquisitely grained Onyx measures 4 1/2" x 7"

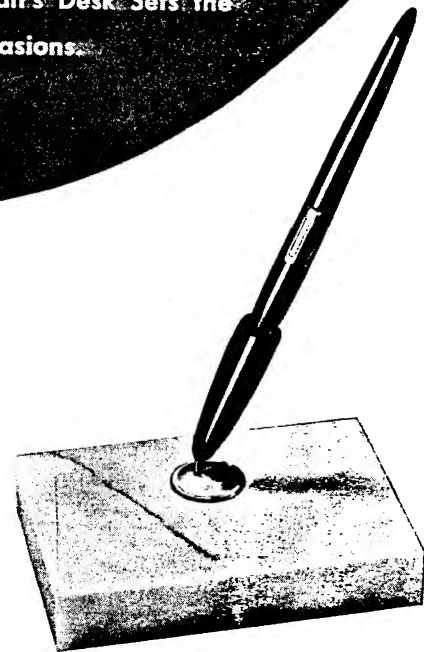
J-7 White Onyx \$20.00
J-7A Green Onyx 22.50



THE SECRETARY

Priced to meet the demand for an inexpensive gift item, this single pen desk set comes in White or Green Onyx or Black-Gold Marble. Base measures 3 1/4" x 4 3/4"

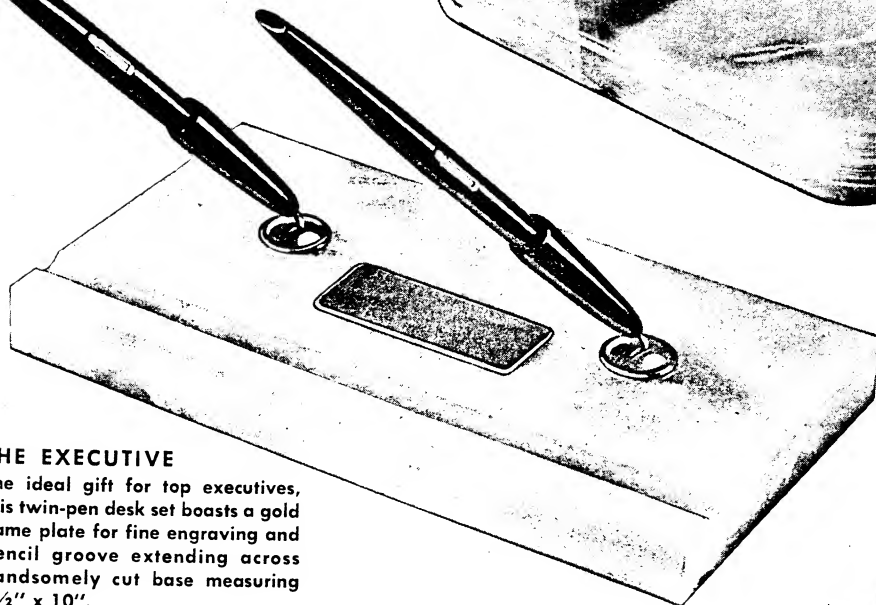
F-5 White or Green Onyx or
Black-Gold Marble . . . \$12.50



THE EXECUTIVE

The ideal gift for top executives, this twin-pen desk set boasts a gold name plate for fine engraving and pencil groove extending across handsomely cut base measuring 5 1/2" x 10"

M-4 White Onyx \$35.00
M-4A Green Onyx 42.50



THE JUNIOR EXECUTIVE

Striking contrast of Gold trim against choice Italian Black-Gold Marble makes this single pen set a stand-out on any desk. Base is 3 7/8" x 5 7/8"

G-9 White or Green Onyx or
Black-Gold Marble . . . \$15.00



WATERMAN INTRODUCES
 AMERICA'S GREATEST PEN VALUE!

W
 Waterman's

NEW BALL POINTER

sells for only

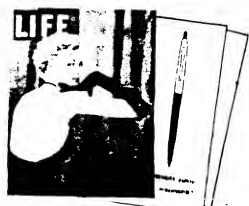
98¢



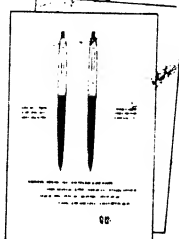
WRITES BETTER! LOOKS BETTER! COSTS LESS!

30-DAY FREE TRIAL

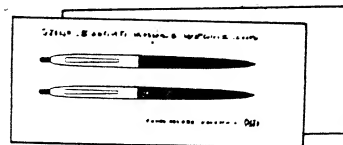
Waterman, famous for fine writing instruments since 1884, guarantees that no one can buy a better-writing or better-looking ball pen than the new Waterman BALL POINTER! And yet it retails for only 98¢! Extensive advertising will invite people to buy it and try it for 30 days. Then if they are willing to part with it and mail it to Waterman, Waterman will cheerfully mail them a dollar bill with no questions asked! Choice of attractive colors: red, blue and black. Writes at any angle. Polished-chrome cap and silvered point. The BALL POINTER will soon be on the counter of better stores everywhere. **TURN THIS PAGE FOR SPECIAL OFFER!**



ADS IN LIFE



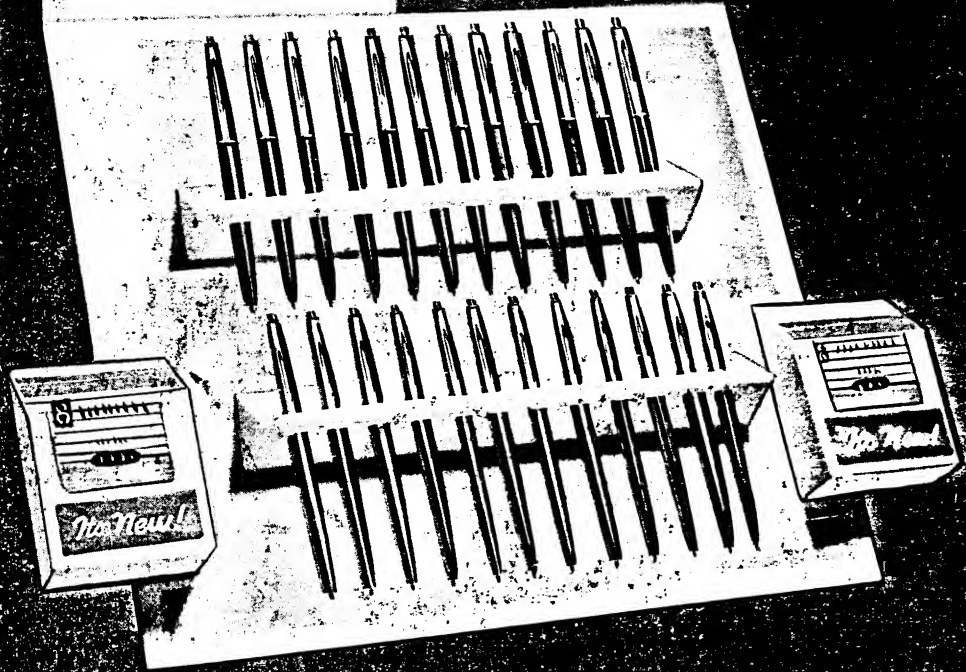
DEALER CO-OP ADS
 Powerful consumer ads
 in various mat sizes.



POINT-OF-PURCHASE MATERIAL
 traffic-stopping streamers,
 counter cards, display

W
Waterman's
BALL POINTER

ONLY
98¢
 NEW GREAT POSITIVE
 ACTION MECHANISM
 • 200,000 TIPS
 • 100% GUARANTEE
 • 100% SATISFACTION



**SPECIAL
 INTRODUCTORY
 DEAL NO. 1**

One dozen BALL POINTERS retails free with each display carton of two dozen BALL POINTER pens you buy. It's like putting \$6 EXTRA CASH in your pocket!

YOU MAKE A FULL

108%

ON YOUR INVESTMENT!

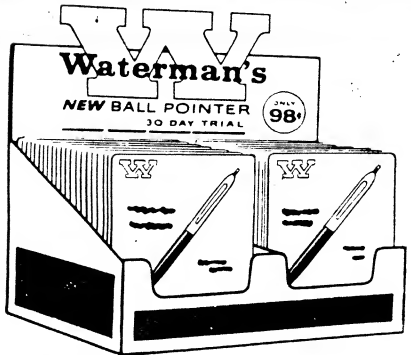
BP524—2 dozen pens, one dozen refills. This powerful silent-salesman display on your counter will sell pens like hotcakes. It ties in with Waterman's advertising campaign "LOOK FOR THE BIG W."

2 doz. BALL POINTERS, retail value... **\$24.00**
 1 doz. REFILLS, retail value... **6.00**
 Total retail value... **\$30.00**

Your cost @ 40% discount:
 2 doz. BALL POINTERS... **\$14.40**
 1 doz. REFILLS... **n/c**

YOUR PROFIT \$15.60!

ALSO AVAILABLE



BP 624
 2 dozen pens
 on bin cards
 in display box

BP 512
 1 dozen pens
 on attractive
 display card

REFILLS PACKED ONE DOZEN
 PER DISPLAY CARTON @ \$6.00 RETAIL LIST.
 BPC1—BLUE BPC2—RED BPC4—GREEN BPC5—JET BLACK



WATERMAN PEN COMPANY INC., SEYMOUR, CONNECTICUT

OVER 100,000,000 PEOPLE HAVE PREFERRED WATERMAN PENS

C/F SET 4.95

"BACK-TO-SCHOOL"

LARGER PROFITS

MEANS:



FASTER TURNOVER

FOR YOU!

with **Waterman's**
Cartridge-filled Fountain Pens
and Matching Pencil Sets

#298
Cartridge-filled
Fountain Pen (right)
Glistening Chrome Cap and
Clip
List \$2.95

TX 298
"Winner" Set
#298 Pen with Matching
Mechanical Pencil (second
right)
List \$4.95



Unexcelled Waterman Quality PLUS Clean, Instant Cartridge-Filling make the #298 and TX 298 the "most called for" Pens and Sets in the Store.

Colors: Black, Red, Blue, Green

Points: Medium and Fine

Packaging: Each Pen or Set is individually packed in attractive Gift Box containing Two FREE Ink Cartridges.

NOTE: See other side for Special "Back-to-School" Counter Displays



WATERMAN - BIC PEN CORPORATION,

SEYMOUR, CONN.

UNEXCELLED

Waterman

QUALITY

DISPLAY #2970

"Winner" Set—TX 298

6 Waterman Cartridge-filled Fountain Pen and Matching Mechanical Pencil Sets . . . Assorted Colors . . . Glistening Chrome Caps and Clips.
 Colors: Black, Red, Blue, Green
 Points: Medium and Fine
 Packing: Each set packed in attractive gift box with transparent Polyethylene Cover. Two Free Instant Refill Cartridges per set.
 6 sets packed in a "Ready-to-Sell" eye-catching Counter Display Box.

List \$29.70



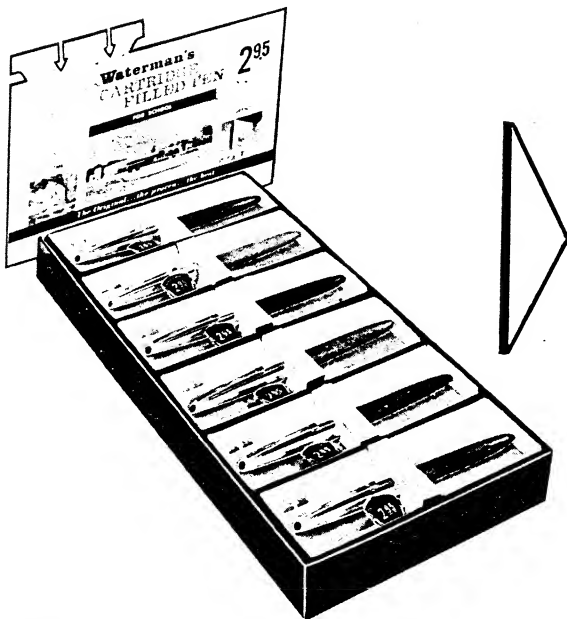
PLUS

INSTANT CARTRIDGE REFILLING

DISPLAY #3540

12 Waterman Cartridge-filled Fountain Pens (#298) . . . Assorted colors . . . Glistening Chrome Caps and Clips.
 Colors: Black, Red, Blue, Green
 Points: Medium and Fine
 Packing: Each pen packed in attractive gift box with transparent Polyethylene Cover. Two Free Instant Refill Cartridges per pen. 12 pens are pre-packaged in "Ready-to-Sell" eye-catching Counter Display Box.

List \$35.40



BIC

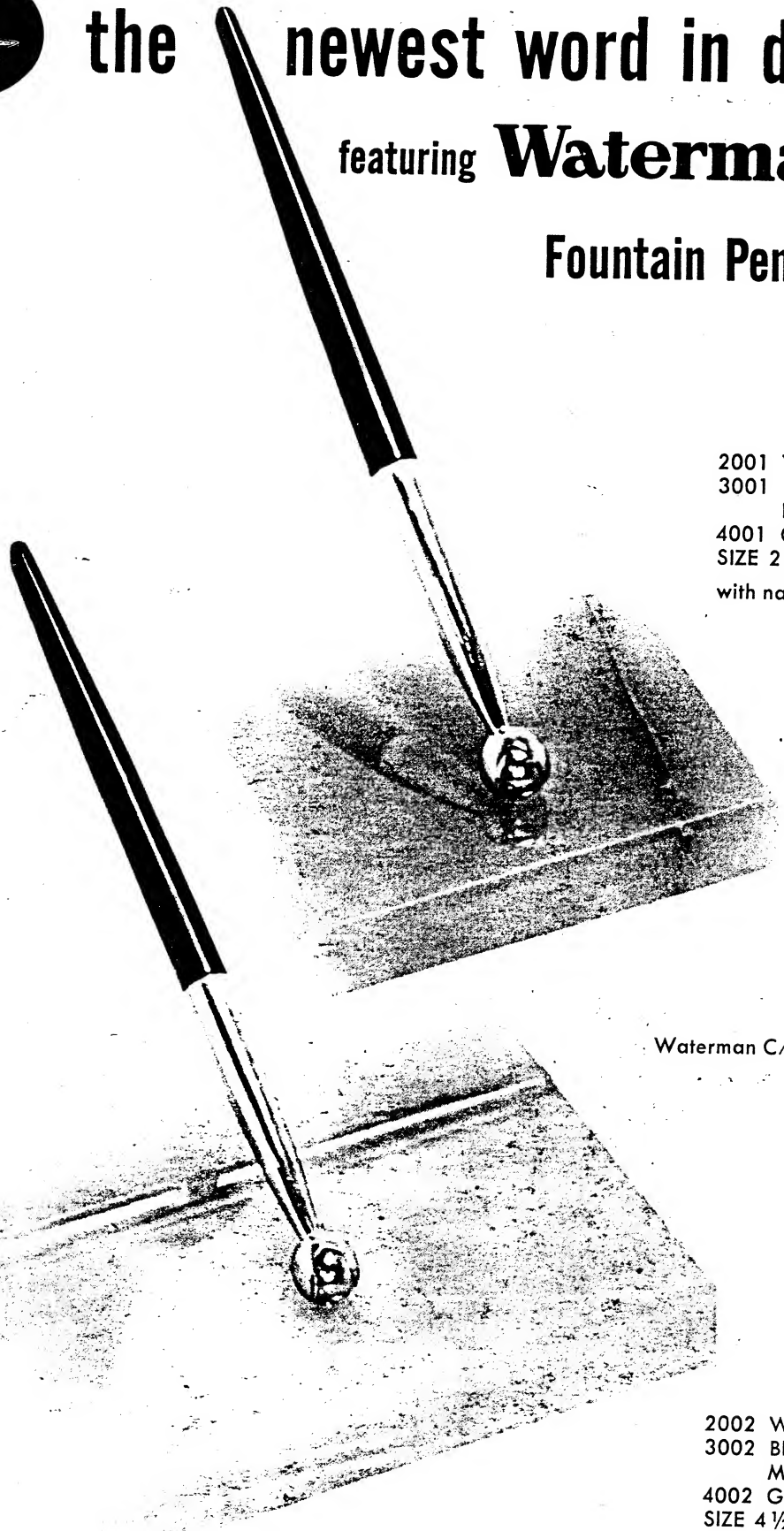
WATERMAN - BIC PEN CORPORATION, SEYMOUR, CONN.



the newest word in desk sets

featuring **Waterman's** C/F[®]

Fountain Pens



2001 WHITE ONYX \$20.00

3001 BLACK and GOLD

ITALIAN MARBLE..... \$20.00

4001 GREEN ONYX \$22.50

SIZE 2 3/4" x 3 1/4"

with name plate, add \$2.50 per set

Waterman C/F points are interchangeable

2002 WHITE ONYX \$25.00

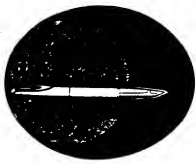
3002 BLACK and GOLD

MARBLE \$25.00

4002 GREEN ONYX \$30.00

SIZE 4 1/2" x 7"

with name plate, add \$2.50 per set



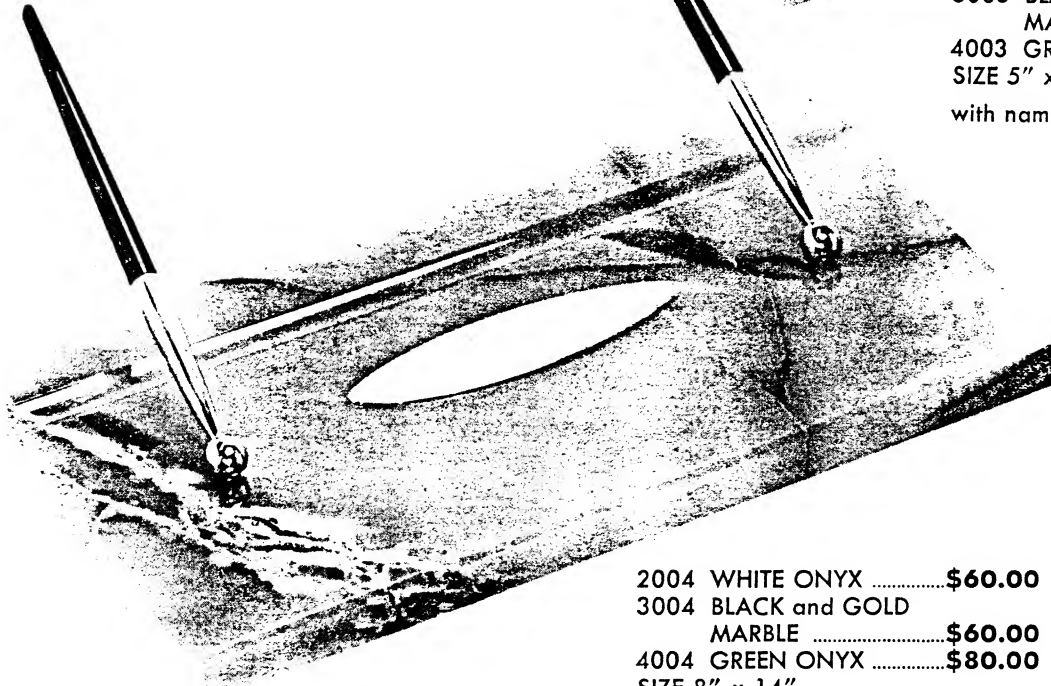
the newest word in desk sets

featuring two **Waterman's** ^{C/F}
Fountain Pens

Many jewelers like to add desk clocks, statuettes or trophies to these beautiful Watermen Desk Sets. Bases are designed with ample room to accommodate such additions without marring the beauty of the sets.



2003 WHITE ONYX\$50.00
3003 BLACK and GOLD
MARBLE\$50.00
4003 GREEN ONYX\$60.00
SIZE 5" x 10"
with name plate, add \$5.00

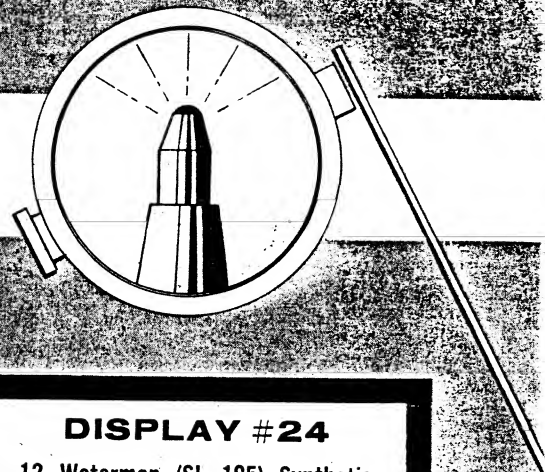


2004 WHITE ONYX\$60.00
3004 BLACK and GOLD
MARBLE\$60.00
4004 GREEN ONYX\$80.00
SIZE 8" x 14"
with name plate, add \$5.00

NOTE: Desk Set prices on this catalog sheet are List Prices for C/F #1500 Pens only. See attached Price List for Retail Prices using C/F #1250, #875 and #595 Pens.

198 PEN

FOCUS ON THE POINT



...that's
what makes

Waterman's

(SL 195)

Synthetic

JEWEL POINT

PENS

the finest
pen

in your store!

"TANK CAR" REFILLS —

SLC-1 BLUE FINE, BLUE MEDIUM

SLC-3 RED MEDIUM

SLC-5 BLACK MEDIUM

Minimum Order

1 doz. of each point and color



DISPLAY #24

12 Waterman (SL 195) Synthetic Jewel Point Pens, assorted colors, in individual transparent Lustrex Gift Box.

List \$24.00

Colors: Black - Blue - Red - Green

Packing: 12 pens and Gift Boxes packed in eye-catching Counter Display Unit.

Each complete Display packed in individual corrugated shipping cartons.



DISPLAY #23

12 Waterman (SL 195) Synthetic Jewel Point Pens, assorted colors, mounted on a "traffic-stopping" Counter Display Card with attached "write-test" pad.

List \$24.00

Colors: Black - Blue - Red - Green

Packing: Each complete Display packed in individual corrugated shipping cartons.



DISPLAY #2

6 Waterman (SL 195) Synthetic Jewel Point Pens, assorted colors, mounted on attractive Counter Display Card. IDEAL FOR SMALL NEIGHBOR STORES.

List \$12.00

Colors: Black - Blue - Red - Green

Packing: Each complete Display packed in individual corrugated shipping cartons.

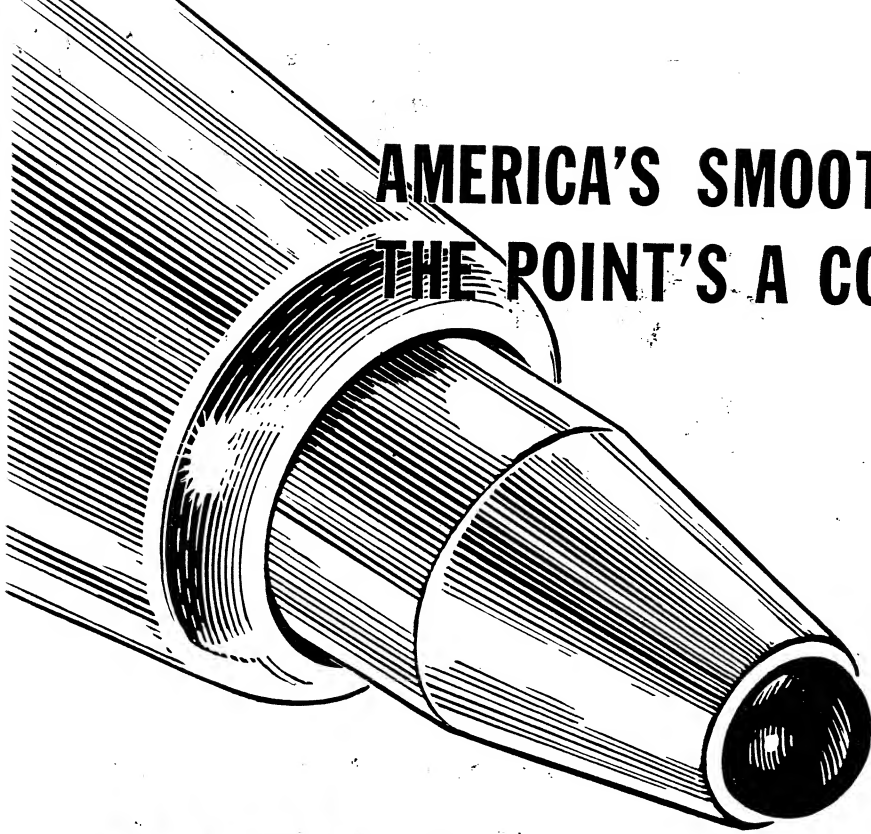
STANDARD ESTABLISHED DISCOUNT IN EFFECT

WATERMAN-BIC PEN CORPORATION, SEYMOUR, CONNECTICUT

SL 195

9-8-59

AMERICA'S SMOOTHEST WRITING TOOL.
THE POINT'S A COSTLY SYNTHETIC JEWEL



1.98

Tank car refills

Waterman's

SYNTHETIC-JEWEL POINT PEN

- Writing Point is a Synthetic Sapphire
The Hardest, Smoothest and Most Expensive writing
"ball" on the market.
- Always writes a continuous solid
line
- No Skip ... No Scrape ... No Fatigue
- "TANK CAR" refill with large ink supply
- Four Modern Colors: Red — Blue — Green — Black
- Gleaming Chrome Cap and Clip

SL 195 - FINE OR MEDIUM POINTS

NOTE: Waterman's Synthetic Jewel Point Pen (SL 195) is available in both Fine and Medium Points, Blue Ink Only. Points packaged separately in complete unit (12 pens) . . . no mixed units.

write better on paper... / write with
a Waterman



98¢ PEN

BP-100
33-12-5

WATERMAN ANNOUNCES
AMERICA'S GREATEST BALL PEN VALUE!

W
Waterman's

BALL POINTER

sells for only

98¢



WRITES BETTER! LOOKS BETTER! COSTS LESS!

A BEST SELLER

The fine writing features and the beautiful appearance of this perfectly balanced pen make it a best buy — and a best seller.

WATERMAN'S BALL POINTER PEN

DISPLAY No. 524S



24 WATERMAN BP 100 PENS, Assorted Colors,
@ 98¢ each \$24.00

NO REFILLS

Total List \$24.00

Pre-Packed on attractive Ready-to-Use Display Card with "pockets" for Refills. Each Deal individually packed in corrugated shipping container.

DISPLAY No. 512S

12 WATERMAN BP 100 PENS, Assorted Colors,
@ 98¢ each \$12.00

NO REFILLS

Total List \$12.00

Pre-Packed on colorful Ready-to-Use Counter Display Cards. Each Deal packed complete in individual corrugated shipping containers.



ALSO AVAILABLE

DISPLAY No. 624

24 BP 100 PENS, Assorted Colors, packed on individual "BIN" cards in Pre-Packed Counter Display

Total List \$24.00

REFILLS

Packed 1 doz. of a color in Display Carton

Total List . . . \$6.00 per doz.

COLORS:

BPC-1 Blue Fine—BPC-1 Blue

BPC-3 Red Med.—BPC-4 Green Med.

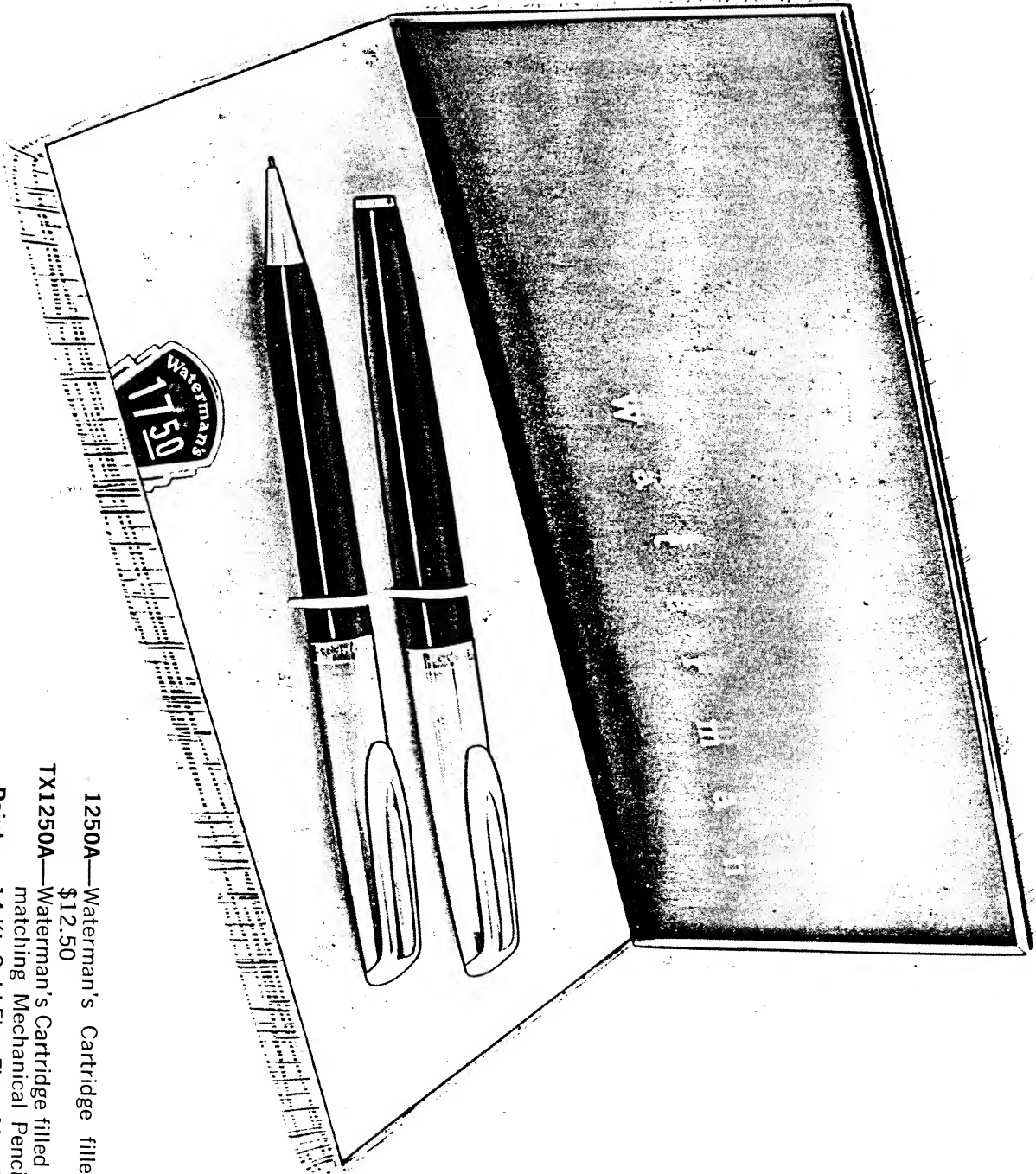
BPC-5 Black Med.

(Black ink suitable for reproduction machines)



WATERMAN-BIC PEN CORPORATION., SEYMOUR, CONNECTICUT

1250A
TX1250A



1250A—Waterman's Cartridge filled Fountain Pen,
\$12.50

TX1250A—Waterman's Cartridge filled Fountain Pen and
matching Mechanical Pencil, \$17.50

Points: 14 Kt. Gold Fine Flex., Med-Flex., Broad, Fine,
Firm, Med. Firm, Accountants.

Colors: Jet, Blue, Red

Packaging: Pen and Set packaged in exclusive modern
tweed-tone Farrington Gift Box.

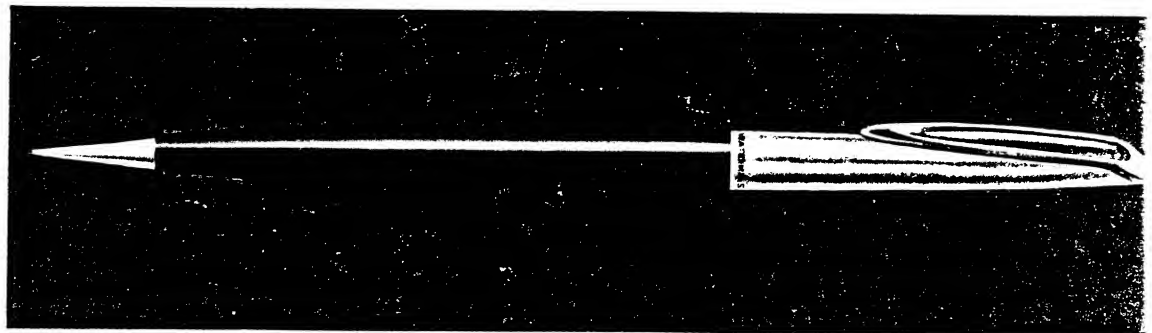


Waterman's C/F

with matching pencil and convertible

Matching Pencil

- #P1500
- #P1250



- 14 Kt. Gold Point
- In ONYX BLACK
- TEAL BLUE
- EMERALD RED
- C/F® Fountain Pen
- #1500 Gold-filled cap
- #1250 Chrome cap



C/F GIFT SETS

- #TX1500 with matching pencil
- #BX1500 with convertible

CHROME CAP

- #TX1250 with matching pencil
- #BX1250 with convertible

Gift Packed in attractive jeweler's gift box



C/F Convertible
 Converts instantly from a
 Sapphire ball point pen
 to a fluid-lead pencil
 #B750 Gold-filled cap
 #B500 Chrome cap

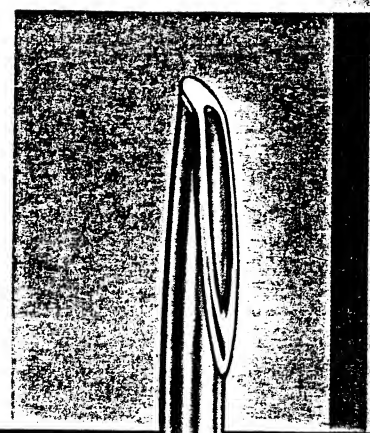


Waterman's C/F

Cartridge-Filled fountain pen

C/F® Fountain Pen
#875 *88.75*
with 14 Kt. gold point
#595 *5.95*
with Merido Metal point

Matching Pencil
(Propel-Repel)
#P875
#P595



Waterman's C/F Gift Sets
#TX875 with matching pencil
#BX875 with convertible
#TX595 with matching pencil
#BX595 with convertible



ATTRACTIVELY GIFT BOXED
#875 in ONYX BLACK, TEAL BLUE and REBEL RED
#595 IN BLACK, RED and GREEN

Convertible
Converts instantly from a Sapphire ball point pen to a fluid-lead pencil.
#B450
#B400



Waterman's Pen Prophet

Vol. 40, No. 1

JANUARY, 1953

Cover Girl Sparks Pen Sales In Gertz Sapphire Promotion



RUSH BUSINESS. Cover Girl Chic James signs magazines for delighted shoppers. (At right) The cover. (That's Chic in center.)

A gorgeous magazine cover girl as a demonstrator, thousands of autographed free copies of a popular magazine to give to Christmas shoppers, half-page ads in local newspapers and an outstanding point-of-sale tie-in of window and counter displays—these were the ingredients that produced what probably was the most successful big store promotion run in conjunction with the introduction of our new Sapphire Jewel Point Pen during the Christmas season.

The week-long promotion was staged by Gertz Department store, located in Jamaica, a semi-suburban community which serves Queens and Nassau counties in Metropolitan New York. The stunt was arranged practically "on the spur of the moment" by Stationery Buyer Herman Landsman, Merchandise Manager Irwin Feldman and Ad Manager Harold Mehran, when they discovered that Chic James, a beautiful blonde demonstrator hired by the store for the week just preceding Christmas to introduce our Sapphire pen, was to appear on the cover of the mid-December issue of Look Magazine.

The Gertz execs put their heads together and came up with a brilliant promotion. Simultaneous with the appearance of Look on the newsstands, large space ads appeared in local papers reproducing the magazine cover and announcing that the Look cover girl would present free copies of the magazine to all shoppers at the Gertz stationery department that week, personally autographed with the brand new Waterman's Sapphire pictured in the ad.

The free copies of the magazine were provided by Look as a circulation stunt.

Needless to say, Miss James, who had been carefully indoctrinated in the fine points of the Sapphire, did a land office business all week, making hundreds of sales in addition to autographing thousands of magazines.

Sapphire Jewel Point Pen Makes Sensational Debu

The "hottest item" in the 1952 Christmas gift field! That's the consensus of leading dealers from coast-to-coast regarding Waterman's new Sapphire Jewel Point Pen, which made such a sensational market debut at the height of the Christmas gift season.

In view of the fact that the Sapphire was "hurried to market" to provide something new and different for an otherwise jaded fountain pen trade, sales during the pre-Christmas selling season were nothing short of "sensational", according to Charles S. Kernaghan, Waterman's vice president in charge of sales.

The first Sapphires did not reach dealers' shelves until late in November, he said. In the three weeks preceding Christmas, it was estimated that more than 150,000 Sapphires were sold over retail counters.

"We are particularly pleased with the terrific reception the Sapphire has received wherever dealers have gotten behind it with promotions of their own," Kernaghan said. "Many leading department stores in New York, Chicago, Philadelphia, Boston, Washington, San Francisco, Los Angeles and other important cities included the Sapphire in Christmas ads. Results in all cases were outstanding."

One department store buyer exclaimed our Sapphire was the "sparkplug" for his pen sales this season. Another reported a brisk sale among his own sales personnel the first day they were put on display. All wanted to purchase them as Christmas gifts.

In presenting the new Sapphire Jewel Point Pen, Waterman's introduces an entirely new concept of effortless, trouble-free writing. From the microscopically-precise jewel in the writing-tip to the scientifically



The New Sapphire

engineered retractable mechanism the Sapphire is the "last word" in writing instruments.

IMPORTANT "FIRSTS"

The Sapphire is the first pen actually employ a precision-ground jewel as the writing tip. The jewel has been scientifically engineered almost perfect spherical accuracy. It is ground to within .000002, two-millionths of an inch. Because it can be held to such close tolerances, the Sapphire rides smoothly in its "seat," permitting ink to flow freely around it as it revolves in normal writing. This assures smoother writing.

It is the first pen to offer true "feather-light writing." The new fast-drying, non-smudging ink adheres to the jewel tip; keeps it always ready to write. The Sapphire requires no coaxing to start a practically no pressure for smooth effortless writing.

Housing for the new pen is slim, rolled gold barrel, more streamlined than any other pen. The pen weighs less than one ounce.

Another outstanding feature of the pen is the new "Positive Action" retractable mechanism which occupies little more than an inch of space in the conical section at the top of the pen. Gentle pressure of the thumb ejects the writing tip and locks it in position. The point is retracted by additional pressure. It is impossible for the point to retract while in use.

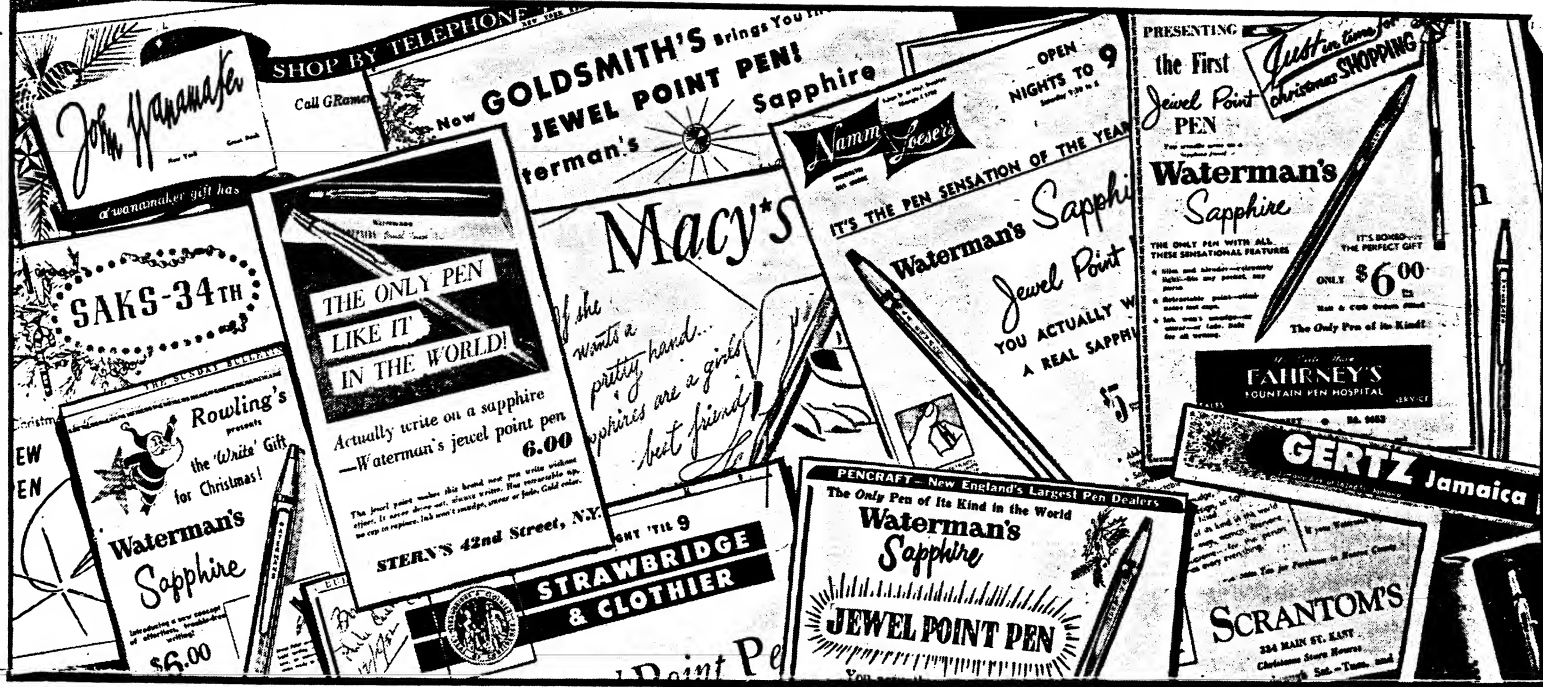
One dealer commented that sales people in his store found selling our Sapphire was easy, merely

(Continued)

A Star and A Sapphire



BROADWAY FAVORITES. Isabel Bigley, star of hit show, "Guys and Dolls," pictured autographing photos backstage with a Waterman's Sapphire Jewel Point Pen.



HERE'S HOW LEADING STORES ADVERTISED OUR NEW SAPPHIRE FOR CHRISTMAS SEASON

Sapphire Jewel Pointer Makes Grand Debut

(Continued)

displaying the pen, mentioning the rich, rolled gold styling and inducing the prospective customer to try the pen. The "feel" of the pen in the hand and the feather-touch writing did the rest.

Originally, it had been decided to introduce the Sapphire in 1953. Dealers who saw advance models were so taken with the item that Waterman's new management was prevailed upon to introduce the jewel point pen in time to catch the Christmas rush.

In spite of the ready acceptance the item received in most quarters, many dealers refused to stock the Sapphire when initially offered. They felt that a good market for a jewel point pen existed, but doubted that customers were willing to pay \$5, plus 20 per cent tax, for it.

Penkraft, a large retail outlet in New England, for instance, begged to be excused when the Sapphire was first offered. Repeated consumer demand after the first ads broke in Boston papers served as a convincer. An initial order of 24 was followed in rapid succession by reorders for several gross.

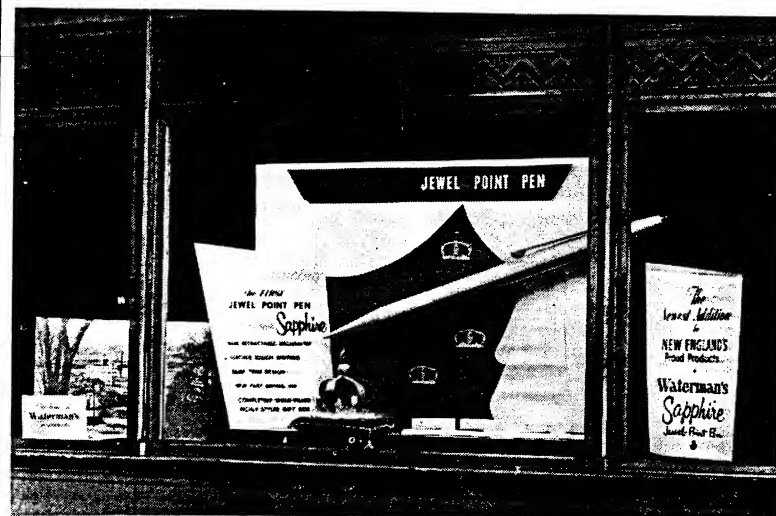
Sapphire a Tribute To New Management Team

The highly successful introduction of Waterman's new Sapphire Jewel Point Pen serves to re-focus the spotlight on the brand new top management team that was responsible for its creation.

The Sapphire is the first in a series of revolutionary new writing instruments that have been on the drawing boards since early in '52. All are slated to make their market debut sometime during the current year.

For the benefit of those who have not already met them, may we take this opportunity to introduce the new top management team that has dedicated itself to the task of re-establishing Waterman's as the leader in the fountain pen industry, a position the company held for many years following the invention of the first practical fountain pen by Lewis Edson Waterman in 1883.

At the helm, as chief executive officer of Waterman's domestic operations, is Robert D. Howse, formerly president of Argus Camera, who is Waterman's new executive vice president. Mr. Howse is well known in management circles as an outstanding administrator and



ATTRACTIVE WINDOW in Boston's famous South Station helped introduce our new Sapphire Jewel Point Pen "down East" in December. Window was installed by the New England Council.

merchandiser with a proven talent for appraising marketing opportunities.

Our new vice president in charge of all manufacturing operations is George R. Weppler, formerly manager of operations of Metal and Thermit Corp.

Gordon F. Gilmore, formerly treasurer of the Whitney Chain Co., is our new secretary and treasurer.

Charles S. Kernaghan, formerly

general sales manager, has been elevated to the new post of vice president in charge of sales and merchandising.

Robert D. Scott has been named vice president in charge of research and development, a division slated to play an increasingly important role in the company's expansion plans.

And in still another new executive post, Marcus Salzman, Jr. formerly merchandising executive with R. H. Macy & Co., has been named merchandising manager.



Robert D. Howse Charles S. Kernaghan Gordon F. Gilmore Robert D. Scott George R. Weppler

New Ad Agency Appointed

Batten, Barten, Durstine and Osborne, one of America's top agencies, has just been appointed to handle Waterman's advertising. Extensive plans for our 1953 advertising are now being readied and will be announced in the near future.

Waterman's CONFIDENTIAL PRICE LIST and SERVICE POLICY FOR AUTHORIZED SERVICE STATIONS

EFFECTIVE MARCH 1, 1954

WATERMAN'S SERVICE POLICY

FOUNTAIN PENS

FACTORY RECONDITIONING SERVICE\$1.50 List

Pen disassembled, each part cleaned. Holder and metal parts polished. Pen inspected and tested for efficient performance.

Missing or unusable parts replaced at list prices. If the list value of the parts, plus the service charge, amounts to \$3.00 or more, the total charge will be \$3.00. If the cost of the parts only exceeds \$3.00, services will be rendered for the cost of the parts.

MECHANICAL PENCILS

FACTORY RECONDITIONING SERVICE\$1.00 List

Pencil disassembled, each part cleaned. After reassembly, pencil tested for efficient performance. Leads and new eraser supplied.

Missing or unusable parts will be replaced at list prices. If the list value of these parts, plus the service charge, amounts to \$2.00 or more, the total charge will be \$2.00 list. If the cost of the parts only exceeds \$2.00 list, service will be rendered for the cost of the parts.

JEWEL POINTS

FACTORY RECONDITIONING SERVICE\$1.25 List

Pen disassembled, each part cleaned. After reassembly, pen polished and tested for efficient performance.

Missing or unusable parts replaced at list prices. If the list value of these parts, plus the service charge, amounts to \$2.25 or more, the total charge will be \$2.25. If the cost of the parts only exceeds \$2.25, service will be rendered for the cost of the parts.

GOLD POINT EXCHANGE

The gold point in a new, unused pen will be exchanged for a service charge of 50¢ list.

DEALER DISCOUNT

Dealer will be allowed 33 $\frac{1}{3}$ % discount on charges described above.

FUNCTIONAL SERVICE

Functional Service at 35¢ net on models subject to 100 year guarantee of service will be given only on specific demand by the owner. The attention rendered will be sufficient merely to correct the writing fault. No dealer discount on this 35¢ net charge.

1: Parts from models subject to 100 year guarantee of service will be exchanged as follows:

Gold Points	30¢ net each*
Caps	25¢ net each
Barrels	20¢ net each
Other parts	5¢ net each

*No. 17 gold points returned will be replaced by No. 5A; No. 717 by No. 75. The replacement points, 5A and 75, will carry an identification mark to distinguish them if it becomes necessary to return them at a future date under the above plan.

- 2: Parts eligible for exchange under the above plan should be packed and identified separately from other parts returned for exchange. Not more than 25% of parts returned at any one time may be claimed as subject to the net prices listed in paragraph 1 above; the remaining 75% or more of parts in the same shipment will be exchanged in accordance with the price list on Pages 2 and 3.
- 3: Complete pens, (including models subject to 100 year guarantee of service), will receive "Factory Reconditioning Service" as described on Page 1. Dealer discount of 33 $\frac{1}{3}$ % applies to these charges.
- 4: Functional service at 35¢ net on models subject to 100 year guarantee of service will be rendered on demand. No dealer discount on this net service charge.
-
-

REPAIR PARTS FOR WATERMAN'S PENS

This price list is for information and use by Waterman's Authorized Service Stations only. Returned parts and replacement order for them should be fully itemized. Note that an equivalent damaged or used part must be returned for the application of net prices shown herein.

BARREL WITH BOX, LEVER AND BAR

MODEL NO.	LIST PRICE	AUTHORIZED
		DEALERS' NET COST
354	\$1.00	\$.25
376	1.00	.35
402	1.25	.35
515-520	1.50	.50
516	1.50	.50
517-517V	1.50	.50
877	3.00	.75
880	3.00	.75
896	3.00	.75
897-897V	3.00	.75
898V	3.50	1.00
1084-1085	3.00	.75
1552-1557	3.00	.75
1568V	3.50	1.00

CAPS WITH CLIPS

MODEL NO.	LIST PRICE	AUTHORIZED
		DEALERS' NET COST
354	\$1.10	\$.30
376	1.55	.40
402	1.35	.35
515-520	1.75	.45
516	1.80	.50
517-517V	1.80	.50
880	2.75	1.00
896	3.75	1.30
897-897V	3.75	1.30
898V	3.75	1.30
1084-1085	4.75	2.00
1552-1557	9.25	3.25
1568V-1567V	9.25	3.25

GOLD POINTS AND OTHER PARTS

	LIST PRICE	AUTHORIZED DEALERS' NET COST
GOLD PEN POINTS—		
Size 2A Fine and Medium Flexible	\$2.00	\$.50
Size 2A Fine and Medium Firm	2.00	.50
<small>(All other nib actions in Size 2A discontinued)</small>		
Size 5A	2.50	.60
Size 75	2.50	.60
SECTIONS—Taperite		
Standard60	.20
Standard40	.15
CLIPS WITH PARTS—Chrome		
Gold Filled or Gold Plated35	.15
Gold Filled or Gold Plated50	.20
BOXES AND LEVERS—All Sizes		
.....	.50	.20
FEEDS—All Sizes		
.....	.40	.15
BARS—All Sizes		
.....	.15	.05
SACS—All Sizes		
.....	.15	.05

SERVICE CHARGE ON No. 176 SKYWRITER PENS

Service Charge, including all parts except point.....	75¢ list
Point only	50¢ list

REPAIR PARTS FOR WATERMAN'S FLAIR—No. BR-201

Cap and Mechanism	\$1.00 list
Barrel55 list
Cartridge50 list

REPAIR PARTS FOR WATERMAN'S JEWEL POINTS

MODEL NO.	PARTS	LIST PRICE	AUTHORIZED DEALERS' NET COST
SR 501.....	BARREL	\$3.50	\$1.00
SR 351.....	BARREL	2.50	.75
SR 501.....	MECHANISM AND CAP	1.50	.50
SR 351.....	MECHANISM AND CAP	1.00	.35
SR 501.....	CLIP	.50	.20
SR 351.....	CLIP	.30	.15
SR 501 } SR 351 }	CARTRIDGE SRC-1	1.00	.45

REPAIR PARTS FOR WATERMAN'S PENCILS

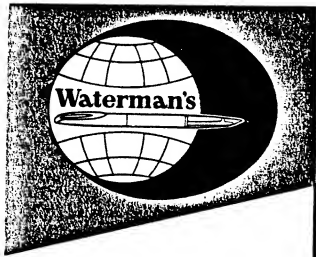
BARRELS			CAPS WITH CLIPS		
MODEL NO.	LIST PRICE	AUTHORIZED DEALERS' NET COST	MODEL NO.	LIST PRICE	AUTHORIZED DEALERS' NET COST
P376	\$1.00	\$.25	P376	\$1.30	\$.35
P516-517	1.25	.30	P516-517	1.55	.35
P520	1.25	.30	P520	1.55	.35
P896-897	1.50	.35	P880	2.25	.50
P897V	1.50	.35	P896-897	2.50	.60
P898V	1.50	.35	P897V	2.50	.60
P1084-1085	1.50	.35	P898V	2.50	.60
P1522-1557	1.50	.35	P1084-1085	3.00	.75
P1567V-1568V	1.50	.35	P1552-1557	5.50	2.00
			P1567V-1568V	5.50	2.00

OTHER PENCIL PARTS

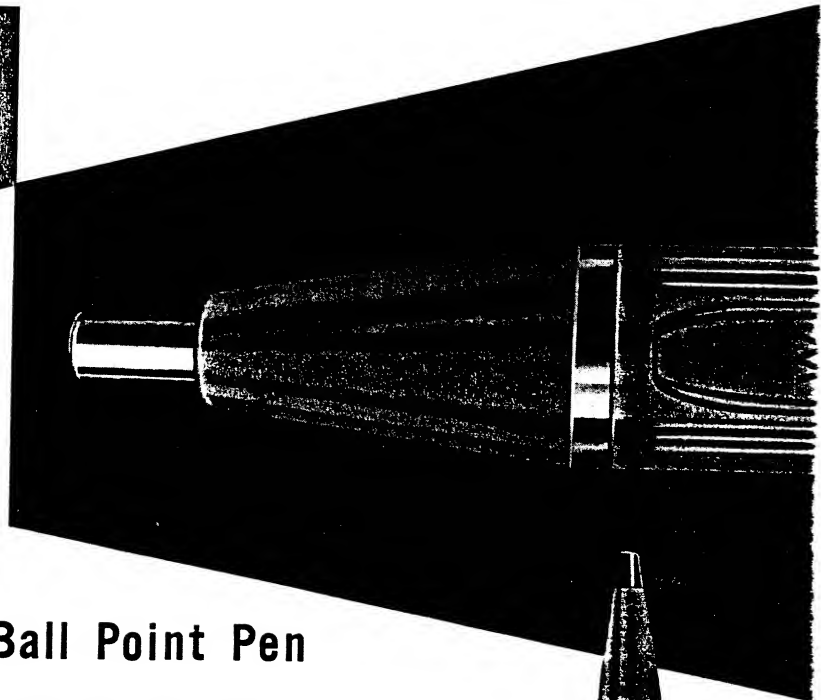
	LIST PRICE	AUTHORIZED DEALERS' NET COST
CLIPS WITH PARTS—Chrome	\$.35	\$.15
Gold Filled or Gold Plated50	.20
MECHANISMS—Propel-Repel85	.25
Selffeed	1.35	.50
NOSES—Chrome50	.20
Gold Filled or Gold Plated75	.35

WATERMAN PEN COMPANY, INC.

1 DeForest Street, Seymour, Conn.



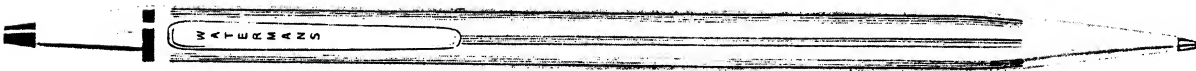
Waterman's *Sapphire*



The World's Most Luxurious Ball Point Pen

This is the identifying mark of the world's finest ball point pen.
This cap section tells you at a glance it's the only and original
jewel writer that gives you the smoothest writing of the ball points.

SR-501
Golden*
\$4.95
tax incl.



SR-351
All chrome
\$3.75



SR-268
Gold cap*,
plastic barrel
in red, black
or blue, **\$2.95**
tax incl.



SR-195
Chrome cap,
plastic barrel
in red, black
or blue, **\$1.95**



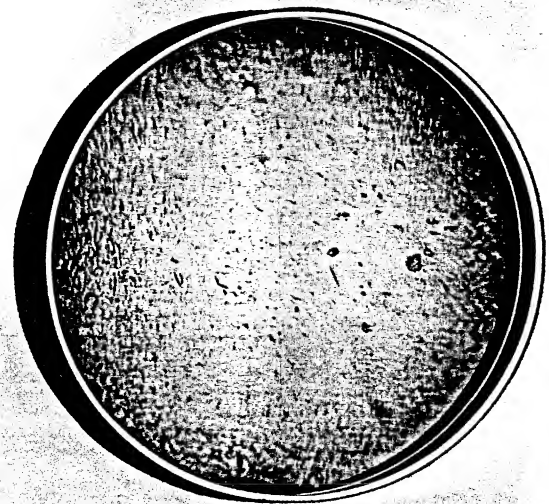
*SEL-REX Gold Plated

Here's why **Waterman's** *Sapphire* gives you the smoothest writing ever



Magnified 250 times

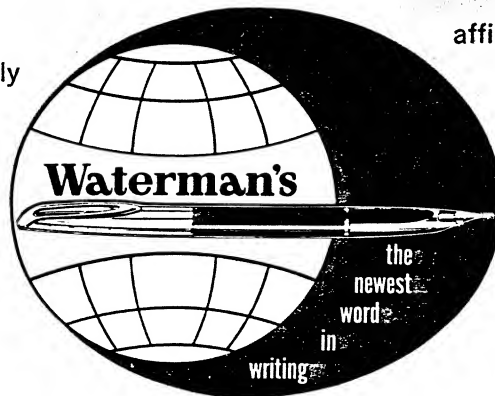
This is a conventional steel ball point, photographed after thirty days of continual use. Because continual writing on paper will actually bruise steel, the ball shows scratch marks and wears down, loses its perfect roundness. Ink will not adhere readily to steel, instead forms islands—causes 'skip' writing, particularly over slick or oily papers.



Magnified 250 times

This is a Sapphire ball point photographed after 30 days' continual use. This simulated jewel is intensely hard and will not wear down or lose its roundness.

The jewel point has a remarkable affinity for ink which, in part, accounts for its flawless and instant writing on any writing surface. Note the absence of scratches and bruises so noticeable in the steel ball.



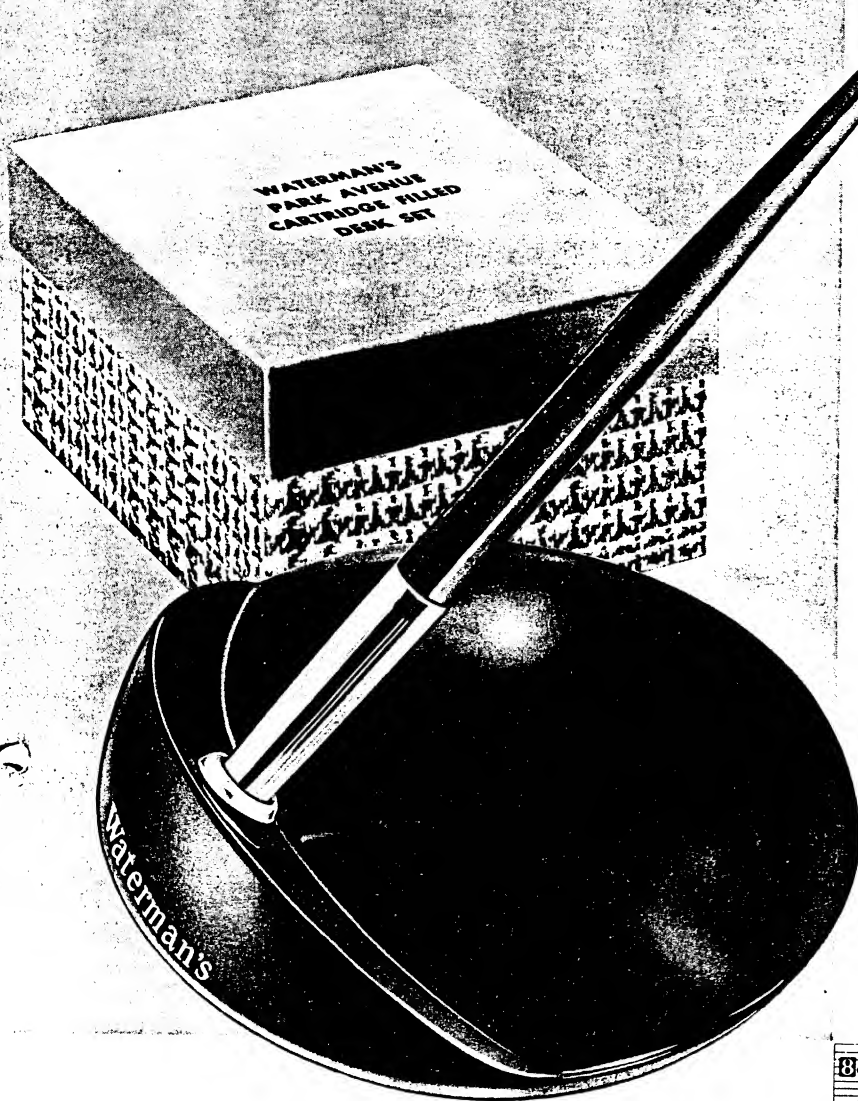
Look to Waterman's

for the newest word in product design and engineering

PARK AVENUE DESK SET

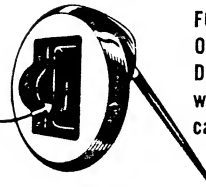
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Waterman's



PARK AVENUE DESK SET

offers a choice of *fine* -MEDIUM points



FOR YOUR CUSTOMERS' CONVENIENCE
On the underside of the Park Avenue
Desk Set base there is a compartment
which contains a package of 8 refill
cartridges.

\$
4⁹⁵

Waterman invented the modern fountain pen in 1884. Waterman pioneered the first cartridge-filled fountain pen in 1954 . . . now so widely imitated by others. Waterman now presents the fabulous Park Avenue Cartridge-Filled Fountain Pen Desk Set. An unmatched value for your customers.

It includes: • A genuine Waterman cartridge-filled fountain pen . . . the only cartridge-filled pen tried and proven by millions of satisfied owners. • An attractive onyx-black base of stream-lined modern design. • 8 refill cartridges.

Packed in attractive black and white-plaid Gift Box with brilliant Red cover.

WATERMAN-BIC PEN CORP. SEYMOUR, CONN.